

ALERTA DE ARTICULOS RECIENTES EN ECONOMIA Y COMERCIO - SITIOS EN INTERNET

March 22, 2006

1/06

Estimado(a) señor(a):

Tenemos el agrado de presentarle una bibliografía en Economía y Comercio como parte de nuestro Servicio de Alerta, que esperamos sea de su interés.

Le agradeceremos señalar los artículos que necesite en la hoja de pedidos, lo cual le permitirá conservar la lista de artículos con sus resúmenes. Por favor, devolverla al Centro de Información y Referencia de la Embajada de los Estados Unidos de América por correo (Av. La Encalada, cuadra 17 s/n, Monterrico, Lima 33), vía fax, número 618-2725 o 434-1299, o por correo electrónico a: limaircdirector@state.gov, en un plazo máximo de 15 días. Las fotocopias de los artículos y la entrega son de cortesía.

Compartimos artículos aparecidos en las publicaciones de los Estados Unidos, precisando que nuestro gobierno no necesariamente coincide con las opiniones vertidas.

Comercio

- 1. "SUBSTANTIAL BENEFITS" FROM CHINA TRADE?** Pete Engardio. "Business Week Online" – February 8, 2006

A new economic study says the U.S. gains plenty from its commerce with China, while admitting that disruptions are also significant, says the author.

- 2. MOVING MARKETS – SHIFTS IN TRADING PATTERNS ARE MAKING TECHNOLOGY EVER MORE IMPORTANT.** Finance and Economics. "Economist" – February 4, 2006

An investor presses a button, sending one thousand small "buy" orders to a stock exchange. The exchange's computer system instantly kicks in, but a split second later, ninety nine percent of the orders are cancelled. Having found the best price, the investor makes his trade discreetly, leaving no visible trace on the market—all in less time than it takes to blink. His stealth strategy remains intact, explains the author.

- 3. ONLINE EXTRA: CAN LATIN AMERICA CHALLENGE INDIA?** Geri Smith. "Business Week Online" – January 27, 2006

Inauguration of the North American Free Trade Agreement in 1994 made companies on both sides of the U.S.-Mexico border more aware of the benefits of doing business with each other. A Mexican software development company has been in business for 23 years, but it was not until 1997 that its founders realized they had something unique to offer U.S.-based clients, says the author.

Economía de los países

- 4. HOW DO INDIA AND CHINA GROW?** Thorvaldur Gylfason. "Challenge" - January/February 2006

This economist analyzes the growth of China and India differently than most. He

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examines whether conventional sources of growth can explain the good performance of both nations, and finds that they can. Thus, growth in these countries is not an exception but the result of a variety of beneficial conditions and policies. But this conclusion is surprising: India may now be in a better position than China to grow in the long run, says Mr. Gylfason.

5. REAL EXCHANGE RATES IN DEVELOPING COUNTRIES: ARE BALASSA-SAMUELSON EFFECTS PRESENT? Ehsan U. Choudhri and Mohsin S. Khan. "International Monetary Fund Staff Papers" – Vol 52, No. 3, 2005

There is surprisingly little empirical research on whether Balassa-Samuelson effects can explain the long-run behavior of real exchange rates in developing countries. This paper presents new evidence on this issue based on a panel-data sample of 16 developing countries. The paper finds that the traded-nontraded productivity differential is a significant determinant of the relative price of nontraded rate. The terms of trade also influence the real exchange rate. These results provide strong verification of Balassa-Samuelson effects for developing countries, say the authors.

6. RECOVERING SUSTAINABLE DEVELOPMENT. David G. Victor. "Foreign Affairs" – January/February 2006

Sustainable development—the notion that boosting economic growth, protecting natural resources, and ensuring social justice can be complementary goals—has lost much appeal over the past two decades, the victim of woolly thinking and interest-group politics. The concept can be relevant again, but only if its original purpose—helping the poor live healthier lives on their own terms—is restored, explains the author.

Empresas

Compartimos artículos aparecidos en las publicaciones de los Estados Unidos, precisando que nuestro gobierno no necesariamente coincide con las opiniones vertidas.

7. LA PEQUEÑA EMPRESA EN FUNCIONAMIENTO. Michael Jay Friedman y Bruce Odessey. Obtenido de Internet:
<Http://usinfo.state.gov/Journals/ites/0106/ijes/odessey.htm>

Cuando los editores de Perspectivas Económicas buscaban el denominador común en todas las pequeñas empresas, se dieron cuenta que no tendrían una sola respuesta sencilla. Lo que sí fue evidente es que el triunfo les llega a los propietarios de pequeños negocios que son trabajadores incansables y que a la mayoría de ellos le apasiona el producto o servicio que vende. Para esta edición, han entrevistado a cinco propietarios de pequeños negocios que han relatado sus comienzos y los desafíos que afrontan. Estas empresas son familiares, un negocio administrado por su propietaria, uno con operaciones en un país extranjero y uno que se transformó de pequeña empresa en una gran empresa, comentan los autores.

8. AIRLINES. Giovanni Bisignani. "Foreign Policy" – January/February 2006

Bankruptcies, terrorism, and high oil prices have rocked the airline industry. Customers complain about bad service and long lines. Are airlines doomed? Not a chance. The global economy cannot function without air travel. But the industry that emerges from the coming shakeout will need a whole new set of wings, says the author.

9. THE SEASONED EXECUTIVE'S DECISION-MAKING STYLE. Kenneth R. Brousseau, Michael J. Driver, Gagy Hourihan, and Rikard Larsson. "Harvard Business Review" – February 2006

New research shows that senior managers analyze and act on problems far differently than their more junior colleagues do. Those whose thinking does not evolve may not advance, explain the authors.

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10. THE HBR LIST – BREAKTHROUGH IDEAS FOR 2006. “Harvard Business Review.” February 2006

The HBR annual survey of emerging ideas considers the single most important trait of future leaders, the marketing potential of digitally split personalities, a challenge tougher than managing risk, and the best hope for oil-importing countries.

11. STOP MAKING PLANS – START MAKING DECISIONS. Michael C. Mankins and Richard Steele. “Harvard Business Review” – January 2006

In most companies, strategic planning is not about making decisions. It is about documenting choices that have already been made, often haphazardly. Leading firms are rethinking their approach to strategy development so they can make more, better, and faster decisions, say the authors.

12. WHO HAS THE D? HOW CLEAR DECISION ROLES ENHANCE ORGANIZATIONAL PERFORMANCE. Paul Rogers and Marcia Blanko. “Harvard Business Review” – January 2006

Your organization can become more decisive and can implement strategy more quickly if you know where the bottlenecks are and who is empowered to break through them, explain the authors.

Estados Unidos de América

13. HOW DID ECONOMICS GET THAT WAY AND WHAT WAY DID IT GET? Robert M. Solow. “Daedalus” – Fall 2005

My exposure to economics as a discipline began in September 1940 when I

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enrolled as a freshman in the elementary economics course at Harvard College. I will try in this essay to make sense of the evolution of economics over a span of more than fifty years, says the author. Robert M. Solow is Professor of Economics Emeritus at the MIT. In 1987 he received the Nobel Prize in Economics. At the time of this essay’s publication in the Winter of 1997 issues of “Daedalus,” Solow was Professor Emeritus at the MIT.

14. PAPEL DEL GOBIERNO EN IMPULSAR LA PEQUEÑA EMPRESA. Steve Strauss. Obtenido de Internet.

Dado que la mayor parte de los negocios del mundo están dirigidos por pequeños empresarios, es lógico, desde el punto de vista económico, que los gobiernos adopten políticas que estimulen el crecimiento de la pequeña empresa. Las maneras con las que el gobierno puede ejercer este efecto con mayor beneficio son hacer el capital más asequible, fomentar la educación en cuestiones empresariales, promover la iniciativa privada, mitigar los efectos gravosos de las reglamentaciones y proteger los derechos de propiedad intelectual, dice el autor.

15. LA CONTRIBUCIÓN DE LA PEQUEÑA EMPRESA A LA EXPANSIÓN ECONÓMICA DE ESTADOS UNIDOS. Derek Leebaert. Obtenido de Internet: <http://usinfo.state.gov/journals/ites/0106/ies/leebaert.htm>

La empresa pequeña contribuye más a la economía y a la sociedad de Estados Unidos que lo que puede calcularse sólo en base a los gastos y ganancias que generan. Estas empresas tienden a ser más innovadoras que las compañías grandes. Están dispuestas a crear oportunidades para las mujeres y grupos minoritarios y emprender actividades en las zonas empobrecidas. “Crear, dirigir y desarrollar una pequeña empresa es parte de un ciclo virtuoso de creatividad y prosperidad que una persona dedicada y con ideas puede aplicar en todas partes,” dice el autor.

Globalización de la Economía

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16. THE PROBLEM WITH GROWTH AS THE SOLUTION. Richard Anderson-Connolly. "Challenge" – January/February 2006

Does economic growth mean economic progress? The author answers emphatically "no." Progress must be measured in other ways, and by focusing on growth we have shortchanged our citizens, argues the author.

17. FINANCIAL MARKET PUZZLES MAY AFFECT WORLD GROWTH. Philip Arestis and Elias Karakitsos. "Challenge" – November/December 2005

The three puzzles these authors address suggest that managing the world economy may become more difficult in the coming year. Low bond yields, the good performance of euro stocks, and the broadening of retail investors into nontraditional assets have raised more questions than answers, say the authors. These economists propose practical explanations. They believe a slowdown in the U.S. and world economy down the road may be unavoidable.

18. POVERTY AND GLOBALIZATION. Donna Hrinak and Shanker Singham. "National Interest" – No. 82, Winter 2005/06

Poverty is the most virulent killer on the planet, say the authors. Trade "liberalization" has not lived up to its promise to relieve poverty, primarily because the liberalization reforms have not been accompanied by the domestic economic reforms required to create a true competitive market, they explain. Additionally, trade negotiations are conducted with a strong bias toward producers rather than consumers. As long as producers' interests continue to trump those of consumers and elites protect their own interests, explain the authors, true competition cannot take place and poverty will continue to lead its victims toward the false promises of radical leaders. They propose that trade negotiators should adopt a stronger stance in favor of consumer welfare by finding ways to link the level of competition in markets to the liberalization processes, say the authors.

19. LA ALIANZA MUNDIAL PARA EL DESARROLLO. Obtenido de Internet: <http://usinfo.state.gov/journals/ites/0805/ijes/usaid.htm>

Las asociaciones entre el sector público y el sector privado han demostrado ser eficaces en dirigir el financiamiento y proporcionar nuevas tecnologías, capital intelectual, presencia en el mercado y destreza empresarial para ocuparse de los problemas de desarrollo en todo el mundo.

El presente artículo pertenece a un informe de la Agencia de Estados Unidos para el Desarrollo Internacional que se titula: Alianza Mundial para el Desarrollo – ampliación del impacto de la ayuda exterior mediante alianzas entre el sector público y el sector privado.

Población

20. A WAR CHEST FOR FIGHTING HIV/AIDS. Maureen Lewis. "Finance and Development" – December 2006

After close to two decades of neglect, battling the HIV/AIDS epidemic has become one of the highest priorities on the global agenda. With billions of dollars mobilized, the challenge is how to spend the money wisely, says the author.

21. THE GOVERNMENT'S MOST IMPORTANT JOB. Larry Farrell. "Across the Board" – January/February 2006

The article discusses the factors that need to be considered to address economic growth. The principles of KT Li, the father of the economic development of Taiwan, include population control. A reason for start-up failures is the lack of product or service that the world wanted to buy to make it profitable. The creation of an entrepreneurial economy is considered as the surest way to create new jobs, explains the author.

Varios

22. WHY QUALITY MATTERS IN EDUCATION.

Eric A. Hanushek.

“Finance and Development” – June 2005

It is difficult these days to ignore the message that education matters.

Governments everywhere in the world have assumed a substantial role in educating their citizens. A variety of motivations lead societies to provide strong support for schooling. Some are purely economic, while others are driven by ideas of using education to improve political participation, social justice and develop society. Education can boost economic growth—but simply spending more money is seldom the answer, says the author.

23. SEARCHING FOR SUSTAINABILITY: FOREST POLICIES, SMALLHOLDERS, AND THE TRANS-AMAZON HIGHWAY.

Eirivethon Lima, Frank Merry, Daniel Napstad, Gregory Amacher, Claudia Azevedo-Ramos, Paul Lefebvre and Felipe Resque Jr. “Environment” – January/February 2006

Since it opened in the 1970s, the Trans-Amazon Highway has been a corridor for settlers and for the timber industry. Today's logging practices (legal and otherwise) in the Brazilian Amazon are environmentally and economically devastating, argue the authors. This article suggests ways to reduce illegal logging and make legal logging more sustainable.

Páginas web de organismos relacionados con el tema de Economía y Comercio:

Department of Commerce

<http://www.commerce.gov>

Bureau of Industry and Security

<http://www.bis.doc.gov/>

Commercial News USA

<http://www.thinkglobal.us>

STAT-USA (Commerce Department)

<http://www.stat-usa.gov>

Import Administration

<http://ia.ita.doc.gov/>

International Trade Administration

<http://www.ita.doc.gov/>

U.S. Business Advisor

<http://www.business.gov>

Census Bureau Economic Programs

<http://www.census.gov/econ/www/>

National Rural Development Partnership

<http://www.rurdev.usda.gov/nrdp>

Rural Development Online

<http://www.rurdev.usda.gov>

Rural Information Center

<http://www.nal.usda.gov/ric>

Rural Business and Cooperative Programs

<http://www.rurdev.usda.gov/rbs/>

Online Women's Business Center

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<http://www.onlinewbc.gov>

Women's Business Ownership

<http://www.sba.gov/womeninbusiness/welcome.html>

Trade Information Center

<http://www.trade.gov/td/tic>

U.S. Government Export Portal

<http://www.export.gov>

Foreign Trade Statistics

<http://www.census.gov/foreign-trade/statistics/index.html>

NTIS Business Collection

<http://www.ntis.gov/products/families>

Patent Trademark Office Electronic Business Center

<http://www.uspto.gov/ebc/indexebc.html>

Small Business Development Centers

<http://www.sba.gov/SBDC/>

Small Business Administration

<http://www.sba.gov>

Family Business Network

<http://www.fbn-i.org/fbn/main.nsf/doctu/home?OpenDocument>

Family Firm Institute

<http://www ffi.org/>

<http://www ffi.org/gentemplate.asp?cid=138>

Entrepreneurs' organization

<http://www.eonetwork.org/Default.aspx>

Inc.com: The Daily Resource for Entrepreneurs

<http://www.inc.com/home/>

International Council for Small Business

<http://www.icsb.org>

More Business

<http://www.morebusiness.com/>

My Own Business

<http://www.myownbusiness.org/index.html>

Entrepreneur Radio

<http://www.business-talk-radio.com/>

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